

Business assignment: Proposal

ASSIGNMENT

Write a proposal, as a memo, for improving or adding a service at a company where you have worked. Address the pros and cons of your proposal; draw on relevant studies, research, and your knowledge of the company.

- 1 Key terms
- 2 Purpose: to analyze certain evidence and make a proposal based on that analysis
- 3 Appropriate evidence: relevant studies, research, personal experience

MEMORANDUM

To: Jay Crosson, Senior Vice President, Human Resources
From: Kelly Ratajczak, Intern, Purchasing Department
Subject: Proposal to Add a Wellness Program
Date: April 24, XXXX

Health care costs are rising. In the long run, implementing a wellness program in our corporate culture will decrease the company's health care costs.

Research indicates that nearly 70% of health care costs are from common illnesses related to high blood pressure, overweight, lack of exercise, high cholesterol, stress, poor nutrition, and other preventable health issues (Hall, 2006). Health care costs are a major expense for most businesses, and they do not reflect costs due to the loss of productivity or absenteeism. A wellness program would address most, if not all, of these health care issues and related costs.

Benefits of Healthier Employees

A wellness program would substantially reduce costs associated with employee health care, and in addition our company would prosper through many other benefits. Businesses that have wellness

Writer's main idea.

Data from recent study as support for claim.

APA citation style, typical in business.

Business terms familiar to readers (*costs, productivity, absenteeism*).

Headings define sections of proposal.